



Bavaria



Wisconsin



## **Emerging World Environmental Leaders' Network** *Collaboration and Innovation for 21<sup>st</sup> Century Results*

**Prospectus:** The Free State of Bavaria, State of Wisconsin and Multi-State Working Group on Environmental Performance (MSWG) will help 20<sup>th</sup> century environmental leaders share their wisdom and powerful questions with emerging leaders who must deliver 21<sup>st</sup> century results. The project is a part of Bavaria's and Wisconsin's environmental reform partnership and MSWG's "Path to Washington" to discuss environmental law that fosters innovation, collaboration and performance.

This generational legacy project will capture stories and advice from the earth's leading stewards since Earth Day 1970. Their wisdom and questions will be synthesized and put into actionable form for the emerging leaders to discuss as members of an international network focused on meeting local and global environmental challenges. These new leaders will have hope and energy along with the networking technology to make them effective, globally-connected collaborators and partners. They will honor their predecessors by building on their successes, learning from their mistakes and continuing their work.

This legacy project involves the following:

1. Collecting information and advice from existing and departing leaders;
2. Creating the network to serve and support emerging leaders;
3. A planning meeting in 2007 in Madison, Wisconsin (MSWG conference);
4. A world conference in 2008 in Munich, Germany (Bavaria-Wisconsin agreement);
5. A network planning meeting in 2009 in Washington, DC; (MSWG conference)
6. A network conference in 2010 in Shanghai, China (with World's Fair);
7. A network conference in India in 2011.

**The issue:** A new generation of 21<sup>st</sup> Century environmental leaders is emerging to build on the accomplishments of 20<sup>th</sup> Century leaders. The new leaders require a new model to complement the regulatory governing model that is focused only on regulated entities complying with the legal minimum. The collaborative governance model will focus on innovation and self-responsibility to help society use its full potential to solve problems and create environmental, economic and social value over time. It will be focused on all organizations and individuals striving and motivated to go beyond the minimum.

**The challenge:** A community of emerging leaders and a leadership support system must develop and apply the collaborative governance model. This community and system will distinguish itself through a "big tent" approach that includes all sectors. Its adaptive nature engages the complexities of environmental and economic choices and considers what is best over time.

**The opportunity:** Many individuals in the business, government, non-government and academic sectors are aware of the changes in the environmental playing field since the first Earth Day. They also have environmental self-responsibility engrained in their values and are comfortable with computers, satellite radio, cell-phones, i-pods and the world-wide-web. Many have traveled the world and know others from around the world. These and other factors leave them well prepared to communicate, work and problem-solve with partners around the world.

**The goal:** The goal is to identify and support professionals, leaders and others who collaborate in a world network to apply environmental values in their work, public lives and personal conduct as “Third Generation Environmentalists” who work within the system, in their organizations and with each other.

**The project:** Phase Two of the Bavaria-Wisconsin Regulatory Reform Working Partnership recognizes the superior environmental results possible under their Bavaria Pact and Green Tier policies of each government. It has a goal of establishing a network of environmental managers who seek superior performance. The network will support a world conference in Munich. The result will be a hope-filled system that learns from the status quo but is committed to going beyond status quo results. The project is grounded in Bavaria and Wisconsin but open to individuals worldwide. Bavaria business and government and Wisconsin business and government are environmental partners for the world. The Multi-State Working Group (MSWG) will support, complement and continue these efforts.

**The project's detailed elements:**

- 1.) Selected existing and past leaders in the world will record their stories, lessons and questions orally, in writing and in a book. A special process will help leaders articulate the most powerful questions that evoke learning, inspire fresh thinking and challenge outdated assumptions. These questions will provide emerging leaders wisdom from experienced leaders in the business, government and non-government sectors.
- 2.) The infrastructure to support the leaders' conferences and world network will be cost-effective and efficient. At the onset, the support will be based in Munich and Madison but could grow as the project develops with MSWG and funding increases. The network will be supported by a small group of technical and professional staff who facilitate but do not control the networking and collaboration to build a community of trust and practice. The network and community will be technologically and web-supported and be focused on problem solving, best practice sharing, continuous improvement and creation of spin-off networks.
- 3.) The planning meeting in Madison in 2007 will involve about 50 persons. Most attendees will observe but some will make presentations at the June MSWG conference that will feature innovative international policies. The conference will open the eyes of all present as to the need for new instruments and an era of self-responsibility (as in the Bavaria-Wisconsin agreement) that supports performance beyond the minimum. Planning will focus on Munich and the network.
- 4.) The Munich conference in 2008 will be a world class event involving existing and experienced leaders who will provide sage advice and powerful questions for the emerging leaders. In addition to seasoned leaders who will be there to share their lessons, up to 500 emerging leaders will be invited from a wide range of sectors, regions and categories.
- 5.) The Washington 2009 meeting in connection with the annual MSWG “Path to Washington” conference in June will be a working session to plan the 2010 session in Shanghai and further develop the network.
- 6.) The China network conference in 2010 will be organized to complement the World's Fair in that country. It will pay special attention to connecting about 500 European, North American and Asian players in support of each other and the rest of the world.
- 7.) The India network conference in 2011 will focus on how to fully develop the potential of the electronic network to serve emerging leaders and the world.

**Contacts:** Wisconsin: *Jeff Smoller, Wisconsin Department of Natural Resources and, president, Multi-State Working Group on Environmental Performance:* [Jeffrey.Smoller@dnr.state.wi.us](mailto:Jeffrey.Smoller@dnr.state.wi.us) Bavaria: *Dr. Matthias Weigand, Bavarian State Ministry for the Environment, Public Health and Consumer Protection:* [Matthias.Weigand@stmugv.bayern.de](mailto:Matthias.Weigand@stmugv.bayern.de)

Phase Two Bavaria-Wisconsin implementation plan signed by Bavarian Stateminister Dr. Werner Schnappauf and Wisconsin Dept. of Natural Resources Sec. Scott Hassett in Munich, Germany, Oct. 11, 2004. Emerging leaders' initiative approved as a part of the “Path to Washington: Establishing an Environmental Law that Supports Innovation and Performance” by the MSWG Coordinating Committee, Jan. 11, 2006.